

Mr. L. F. Meyer

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J. E. Wickham

Comparison of the Tenth Market Survey Data of FTC, TITL,
and Philip Morris Data

The tar data reported by the Federal Trade Commission (FTC) for the 10th Market Survey dated March, 1972, were slightly higher than similar data generated by TITL or Philip Morris. The nicotine data reported by the FTC agrees favorably with the nicotine data generated by Philip Morris; however, this indicates an increase in nicotine level by the FTC laboratory since they have always been lower in nicotine than Philip Morris. There has been a complete reversal in the nicotine data of TITL and the FTC. In Market Sample #9, the FTC nicotine data was lower than that of TITL; however, in Market Sample #10, FTC nicotine data was higher than that of TITL.

Graphs showing these comparisons are attached. The overall average for the 130 brands reported for tar and nicotine are given for both Market Surveys 9 and 10.

<u>Average of All Brands</u>			
<u>Market Survey #10</u>	<u>FTC</u>	<u>PM</u>	<u>TITL</u>
FTC Tar, mg/cigt.	18.8	18.3	18.0
Nicotine, mg/cigt.	1.25	1.27	1.19
<u>Market Survey #9</u>			
FTC Tar, mg/cigt.	18.9	18.3	18.0
Nicotine, mg/cigt.	1.20	1.29	1.24

JEW:nwp

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Attachments (6)

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